

## **Education Subcommittee Meeting Notes: April 7, 2006**

### **2525 Grand Avenue, Room 204, Long Beach**

Kevin Cwayna led the group in a discussion about

1. Provide insertion points
  - ☐ Insert our solutions into plans
  - ☐ ID Planners/Government/Social Security/Organizations
  - ☐ ID Motivation, Vantage Points
2. Incentives/reward participation/short term/long term
  - ☐ Explain cost/ benefits
    - o Short term/long term
    - o Money versus humanity
    - o Macro vs. personal
3. Reduce participation barriers:
  - ☐ ID barriers
    - o Money
    - o Time
  - ☐ ID Solutions
  - ☐ ID Baseline Criteria

#### Actions

#### Greater participation

4. Align opportunities  
(See above-Match them up)
5. Bring community to action  
(motivation is a science)  
ID effective techniques – Best practices, inside and outside
6. Action step for #3
7. Active Community Outreach
  - ☐ Make contact
  - ☐ Establish a two-way dialog
  - ☐ Customize message to audience
  - ☐ Develop valid measure
  - ☐ Evaluate response

- ☐ Peer to Peer
- ☐ Relationship based

Outcome-involvement of targeted community

### Goal #3

Awareness of homelessness – Communicate accurate info/dispel big myths and stereotypes.

Housing crisis/income issue  
Design a public campaign  
Maximize utilization of press/media  
Engage Leaders/spokesperson  
(Add from previous meeting list)  
Conference/forums  
Awards-Celebrate Leadership

Outcome  
Measurable change in awareness

### Goal #4 – Progress Report

1. Baseline Report/Community Report
2. Community Education/Develop grade
3. Set goals
4. Publicize results

### Action Steps:

- ☐ Develop Grading system
- ☐ Develop Process
- ☐ Develop Teachers/Workers